

**What we claim is:**

1           1. A network comprising:  
2           A user reception system having a reception system program coupled to the network, the user  
3 reception system providing requests for information on the network;  
4           A content host responsive to requests for information from the user reception system to provide  
5 application content, information regarding advertising screen partitions for display of advertising  
6 content and a location designation to the user reception system;  
7           An advertiser host including advertising content, the advertiser host responsive to a request  
8 to provide the advertising content; and  
9           An advertisement host responsive to a request from the user reception system based on the  
10 location designation to select an advertiser host as a selected advertiser host, and identify the  
11 advertiser host as the selected advertiser host to the user reception system,  
12 whereby the advertising content from the selected advertiser host is displayed at the user  
13 reception system.

1           2. A network in accordance with claim 1, wherein the advertisement host selects the advertiser  
2 host based on the number of times the advertising content has been previously displayed at the user  
3 reception system.

1           3. A network in accordance with claim 1, wherein the advertisement host selects the advertiser  
2 host based on the characteristics of the user.

1           4. A network in accordance with claim 3, wherein the advertisement host selects the advertiser  
2 host based on at least one of the characteristics of the user selected from a group of characteristics  
3 including user demographics, applications previously viewed and types of advertisements previously  
4 viewed.

1           5. A network in accordance with claim 1, wherein the location designation is a code associated  
2 with the content information.

6. A network in accordance with claim 1, wherein the location designation is a redirect message containing an network address used to redirect the user reception system to the advertisement host.

7. In a network having a user reception system including a reception system program coupled to the network, the user reception system providing requests for information on the network, a content host responsive to requests for information from the user reception system to provide application content, information regarding advertising screen partitions for display of advertising content and a location designation to the user reception system,

a plurality of advertiser hosts, each of the plurality of advertiser hosts having respective advertising content, each of the advertiser hosts responsive to a respective request to provide respective advertising content, a network advertisement host comprising:

an advertisement host responsive to a request from the user reception system based on the location designation to select an advertiser host as a selected advertiser host, and identify the advertiser host as the selected advertiser host to the user reception system, whereby the advertising content from the selected advertiser host is displayed at the user reception system.

8. An advertisement host in accordance with claim 7, wherein the advertisement host selects the advertiser host based on the number of times the advertising content has been previously displayed at the user reception system.

9. An advertisement host in accordance with claim 7, wherein the advertisement host selects the advertiser host based on the characteristics of the user.

10. An advertisement host in accordance with claim 9, wherein the advertisement host selects the advertiser host based on at least one of the characteristics of the user selected from a group of characteristics including user demographics, applications previously viewed and types of advertisements previously viewed.

11. An advertisement host in accordance with claim 7, wherein the location designation is a code associated with the content information.

12. An advertisement host in accordance with claim 7, wherein the location designation is a redirect message containing a network address used to redirect the user reception system to the advertisement host.

13. In a network having a user reception system including a reception system program coupled to the network, the user reception system providing requests for information on the network, an advertiser host including advertising content, the advertiser host responsive to a request to provide the advertising content, and an advertisement host responsive to a request from the user reception system to select an advertiser host as a selected advertiser host, and identify the advertiser host as the selected advertiser host to the user reception system, wherein the advertising content from the selected advertiser host is displayed at the user reception system, a network content host comprising:

a content host responsive to requests for information from the user reception system to provide application content and information regarding advertising screen partitions for display of advertising content, the content host further providing a location designation to the user reception system identifying the network address of the advertisement host to the user reception system for providing advertising content for advertising screen partitions.

14. An advertisement host in accordance with claim 13, wherein the advertisement host selects the advertiser host based on the number of times the advertising content has been previously displayed at the user reception system.

15. An advertisement host in accordance with claim 13, wherein the advertisement host selects the advertiser host based on the characteristics of the user.

16. An advertisement host in accordance with claim 15, wherein the advertisement host selects advertiser host based on at least one of the characteristics of the user selected from a group of characteristics including user demographics, applications previously viewed and types of advertisements previously viewed.

17. A content host in accordance with claim 13, wherein the location designation is a code associated with the content information.

1 18. A content host in accordance with claim 13, wherein the location designation is a redirect  
2 message containing a network address used to redirect the user reception system to the advertisement  
3 host.

1 19. A network comprising:  
2 a user reception system having a reception system program coupled to the network, the user  
3 reception system providing requests for information on the network;  
4 a content host responsive to requests for information from the user reception system to provide  
5 application content, information regarding advertising screen partitions for display of advertising  
6 content and a location designation to the user reception system and  
7 an advertisement host responsive to a request from the user reception system based on the  
8 location designation to select an advertising content for the advertising screen partition, and to reply  
9 to the request from the user reception system by identifying the advertising content to the user  
10 reception system,  
11 whereby the advertising content from the advertisement host is displayed at the user reception  
12 system in the advertising partition.

1 20. A network in accordance with claim 19, further including:  
2 wherein the advertisement host is responsive to a request from the user reception system to  
3 identify an advertiser host corresponding to the advertising content; and  
4 an advertiser host including advertising content corresponding to the advertising content, the  
5 advertiser host responsive to a request to provide the advertising content corresponding to the  
6 selection of the advertising content by the user,  
7 whereby the advertising content from the advertiser host is displayed at the user reception  
8 system.

1 21. A network in accordance with claim 19, wherein the location designation is a code  
2 associated with the content information.

1 22. A network in accordance with claim 19, wherein the location designation is a redirect  
2 message containing a network address used to redirect the user reception system to the advertisement  
3 host.

1           23. In a network comprising a user reception system having a reception system program  
2 coupled to the network, the user reception system providing requests for information on the network,  
3 a content host responsive to requests for information from the user reception system to provide  
4 application content, information regarding advertising screen partitions for display of advertising  
5 content and a location designation to the user reception system, a network advertisement host  
6 comprising:

7           An advertisement host responsive to a request from the user reception system based on the  
8 location designation to select an advertising content for the advertising screen partition, and to reply  
9 to the request from the user reception system by identifying the advertising content to the user  
10 reception system, wherein the advertising content from the advertisement host is displayed at the user  
11 reception system in the advertising screen partition.

1           24. An advertisement host in accordance with claim 23, wherein the advertisement host selects  
2 the advertising content based on the number of times the advertising content has been previously  
3 displayed at the user reception system.

1           25. An advertisement host in accordance with claim 23, wherein the advertisement host selects  
2 the advertising content based on the characteristics of the user.

1           26. An advertisement host in accordance with claim 25, wherein the advertisement host selects  
2 the advertising content based on at least one of the characteristics of the user selected from a group  
3 of characteristics including user demographics, applications previously viewed and types of  
4 advertisements previously viewed.

1           27. An advertisement host in accordance with claim 23, wherein the location designation is a  
2 code associated with the content information.

1           28. An advertisement host in accordance with claim 23, wherein the location designation is a  
2 redirect message containing a network address used to redirect the user reception system to the  
3 advertisement host.

1           29. In a network comprising a user reception system having a reception system program  
2 coupled to the network, the user reception system providing requests for information on the network,  
3 an advertisement host responsive to a request from the user reception system to select advertising  
4 content for an advertising screen partition, and to reply to the request from the user reception system  
5 by identifying the advertising content to the user reception system, a content host comprising:

6           a content host responsive to requests for information from the user reception system to provide  
7 application content and information regarding advertising screen partitions for display of advertising  
8 content, the content host further providing a location designation to the user reception system  
9 identifying the network address of the advertisement host to the user reception system for providing  
10 advertising content for advertising screen partitions.

1           30. A content host in accordance with claim 29, wherein the location designation is a code  
2 associated with the content information.

3           31. A content host in accordance with claim 29, wherein the location designation is a redirect  
4 message containing a network address used to redirect the user reception system to the advertisement  
5 host.

6           32. In a network comprising a user reception system having a reception system program  
7 coupled to the network, the user reception system providing requests for information on the network,  
8 a content host responsive to requests for information from the user reception system to provide  
9 application content, information regarding advertising screen partitions for display of advertising  
10 content, and a location designation to the user reception system, and an advertiser host including  
11 advertising content corresponding to advertisements, the advertiser host responsive to a request to  
12 provide the advertising content corresponding to selection of an advertisement by the user, an  
13 advertisement host comprising:

14           an advertisement host responsive to a request from the user reception system based on the  
location designation to select the advertising content for the advertising screen partition, and to reply  
to the request from the user reception system by identifying the advertising content to the user  
reception system, wherein the advertisement host is responsive to a request from the user reception  
system to identify an advertiser host corresponding to the advertising content, whereby the  
advertising content from the advertisement host is displayed at the user reception system in the

15 advertising screen partition, and whereby the advertising content from the selected advertiser host  
16 is displayed at the user reception system.

1 33. An advertisement host in accordance with claim 32, wherein the advertisement host selects  
2 the advertising content based on the number of times the advertising content has been previously  
3 displayed at the user reception system.

1 34. An advertisement host in accordance with claim 32, wherein the advertisement host selects  
2 the advertising content based on the characteristics of the user.

1 35. An advertisement host in accordance with claim 34, wherein the advertisement host selects  
2 the advertising content based on at least one of the characteristics of the user selected from a group  
3 of characteristics including user demographics, applications previously viewed and types of  
4 advertisements previously viewed.

1 36. An advertisement host in accordance with claim 32, wherein the location designation is a  
2 code associated with the content information.

1 37. An advertisement host in accordance with claim 32, wherein the location designation is a  
2 redirect message containing a network address used to redirect the user reception system the  
3 advertisement host.

1 38. In a network including a user reception system having a reception system program coupled  
2 to the network, a content host containing application content, information regarding advertising  
3 screen partitions for display of advertising content and an advertisement host, a method for delivering  
4 advertising to the user reception system, the method comprising:

5 Sending a request for information from the user reception system to the content host requesting  
6 information;

7 Sending a reply from the content host to the request for information from the user reception  
8 system, the reply containing application content, information regarding advertising screen partitions  
9 for display of advertising content and a location designation to the user reception system;

10           Sending a request from the user reception system based on the location designation to the  
11 advertisement host to provide advertising content for the advertising screen partition;  
12           Selecting, at the advertisement host advertising content;  
13           Sending a reply from the advertisement host identifying the advertising content to the user  
14 reception system; and  
15           displaying the advertising content in the advertising screen partition at the user reception  
16 system.

1           39. A network method in accordance with claim 38, wherein the location designation is a code  
2 associated with the content information.

1           40. A network method in accordance with claim 38, wherein the location designation is a  
2 redirect message containing a network address used to redirect the user reception system to the  
3 advertisement host.

1           41. In a network including a user reception system having a reception system program coupled  
2 to the network, a content host containing application content and information regarding advertising  
3 screen partitions for display of advertising content, an advertisement host, and an advertiser host  
4 including advertising content, a method for delivery of advertising content to the user reception  
5 system, the method comprising:

6           Sending a request for information from the user reception system to the content host requesting  
7 information;

8           Sending a reply from the content host in response to the request for information from the user  
9 reception system, containing application content, information regarding advertising screen partitions  
10 for display of advertising content and a location designation to the user reception system;

11           Sending a request based on the location designation from the user reception system to the  
12 advertisement host to select an advertiser host;

13           Selecting, at the advertisement host, an advertiser host;

14           Sending a reply from the advertisement host to the user reception system identifying the  
15 selected advertiser host;

16           Sending a request from the user reception system to the advertiser host to provide the  
17 advertising content to the user;



18           Sending a reply from the advertiser host to the user reception system containing the  
19 advertising content; and  
20           Displaying the advertising content at the user reception system.

1           42. A network method in accordance with claim 41, wherein the advertisement host selects the  
2 advertiser host based on the number of times the advertising content has been previously displayed  
3 at the user reception system.

1           43. A network method in accordance with claim 41, wherein the advertisement host selects the  
2 advertiser host based on the characteristics of the user.

1           44. A network method in accordance with claim 43, wherein the advertisement host selects the  
2 advertiser host based on at least one of the characteristics of the user selected from a group of  
3 characteristics including user demographics, applications previously viewed and types of  
4 advertisements previously viewed.

1           45. A network method in accordance with claim 41, wherein the location designation is a code  
2 associated with the content information.

1           46. A network method in accordance with claim 41, wherein the location designation is a  
2 redirect message containing a network address used to redirect the user reception system to the  
3 advertisement host.

1           47. A network method, wherein the network includes a user reception system having a  
2 reception system program coupled to the network; a content host; an advertiser host having  
3 advertising content corresponding to an advertisement; and an advertisement host, the method  
4 comprising the steps of:

5           The user reception system providing requests for information on the network;

6           The content host, in response to requests for information from the user reception system,  
7 providing application content, information regarding advertising screen partitions for display of  
8 advertising content, and a location designation to the user reception system;

9 The advertisement host, in responsive to a request from the user reception system based on the  
10 location designation, selecting the advertising content for an advertising screen partition, and replying  
11 to the request from the user reception system by identifying the advertising content to the user  
12 reception system, such that the advertisement host is responsive to a request from the user reception  
13 system to identify an advertiser host corresponding to the advertising content, so that the advertising  
14 content from the advertisement host is displayed at the user reception system in the advertising screen  
15 partition and so that the advertising content from the selected advertiser host is displayed at the user  
16 reception system;

17 The advertisement host selecting the advertising content based on the characteristics of the  
18 user.

1 48. A network method in accordance with claim 47, wherein the advertisement host selects the  
2 advertising content based on at least one of the characteristics of the user selected from a group of  
3 characteristics including user demographics, applications previously viewed and types of  
4 advertisements previously viewed.

1 49. A network method in accordance with claim 47, wherein the advertisement host selects the  
2 advertising content based on the number of times the advertising content has been previously  
3 displayed at the user reception system.

1 50. A method in accordance with claim 48, the method further comprising:

2 Sending a request from the user reception system to the advertisement host in response to  
3 selection of the advertising content at the user reception system;

4 Sending a reply from the advertisement host to the user reception system identifying the  
5 advertiser host corresponding to the advertising content;

6 Sending a request from the user reception system to the advertiser host requesting the  
7 advertising content corresponding to the advertisement selected by the user;

8 Sending a reply from the advertiser host to the user reception system; and  
9 displaying the advertising content at the user reception system.

51. A computer network comprising:

A user computer having a content-display program coupled to the network, the user computer capable of submitting requests for content information available on the network;

A content host responsive to requests for content information from the user computer to provide content information, advertising display-space information for display of advertising content, and a location designation to the user computer; and

An advertisement host responsive to a request from the user computer based on the location designation to select advertising content for the advertising space, and to reply to the request from the user computer by identifying the advertising content to the user computer,

Whereby the advertising content identified by the advertisement host is acquired by the user computer and displayed in the advertising space.

51. A computer network comprising:  
A user computer having a content-display program coupled to the network, the user computer capable of submitting requests for content information available on the network;  
A content host responsive to requests for content information from the user computer to provide content information, advertising display-space information for display of advertising content, and a location designation to the user computer; and  
An advertisement host responsive to a request from the user computer based on the location designation to select advertising content for the advertising space, and to reply to the request from the user computer by identifying the advertising content to the user computer,  
Whereby the advertising content identified by the advertisement host is acquired by the user computer and displayed in the advertising space.